

HOW TO PRICE USED VEHICLES IN VAUTO PROVISION

Anderson Auto Group Sales Pricing Guide

All used vehicle pricing is done in **vAuto**. vAuto is our **source of truth** for pricing.

If pricing is not entered correctly in vAuto, it will not map correctly to our **websites** and **lead providers**.

Used is simple: the only number we touch is the **Advertised Price**. We do **not** change MSRP, incentives, or rebates on used units.

NON-NEGOTIABLE RULES

1. Only Change the Advertised Price	On used vehicles, the Advertised Price is the only field you adjust . Do not touch MSRP, incentives, or rebates. Keep it simple — price the unit and move on.
2. Set Market Data to the Shortest Mileage Radius	Set your market data to the shortest mileage radius that still returns a valid market data set . Start tight and widen only as far as needed to get comparable units. This keeps your pricing anchored to your true local market.
3. Price to Profit Time Guidelines	Price every unit according to Profit Time guidelines . Profit Time tells you where the money is in the vehicle's life cycle — price it so the unit moves within our turn targets.
4. Hit the AAG Turn Targets	Price so the unit sells within AAG guidelines: 60 days for non-CPO units and 90 days for CPO units . If a unit is aging past target, the price is the lever.
5. Every Unit Priced Within 7 Days	Every unit must have a price change completed within 7 days — no exceptions. No unit sits longer than a week without a fresh look at its price.

Shortest Mileage Radius → Profit Time Pricing → Hit the Turn Target → **PRICE EVERY UNIT WITHIN 7 DAYS**

TURN TARGETS AT A GLANCE

Unit Type	AAG Sell-By Target	Price Change Cadence
Non-CPO Used	60 days	Within 7 days — every unit
CPO (Certified Pre-Owned)	90 days	Within 7 days — every unit

SETTING MARKET DATA IN VAUTO

The goal is to price against the tightest, most relevant market — not the whole region.

1. Open the unit in **vAuto Provision**.
2. Go to the **market data / pricing** view for the vehicle.

3. Start with the **shortest mileage radius** available.
4. If no valid market set returns, **widen the radius one step at a time** until you get a usable comparable set.
5. Stop at the **first radius that returns a solid market data set** — do not widen further than necessary.
6. Price the unit off that set using **Profit Time** guidance.

Very Important: No Unit Goes More Than 7 Days Without a Price Change

Every used unit must have a **price change completed within 7 days**. This keeps our pricing fresh, competitive, and aligned to the market.

Aging units are the ones that cost us money. If a non-CPO unit is heading past **60 days**, or a CPO unit past **90 days**, the advertised price is the tool to correct it.

WHY THIS PROCESS MATTERS

- Keeps pricing consistent across all platforms
- Avoids mismatched prices between systems
- Keeps units turning inside AAG targets (60 / 90 days)
- Prices to the true local market, not a bloated radius
- Keeps us compliant and our advertised prices accurate

Bottom Line: On used units, price the Advertised Price only — tight market data, Profit Time discipline, and a price change on every unit within 7 days.

Do that and our units turn on time, our websites and lead providers stay accurate, and our pricing stays consistent everywhere.